AMENDMENTS TO THE ABSTRACT

Please amend the abstract as follows:

A method of providing multiple level, price-per-unit (PPU) discounts on gasoline to a customer who purchases at least one cross-marketed product <u>at a point of sale</u> <u>(POS) checkout</u>. The customer is awarded a first PPU discount on the gasoline based on a purchase by the customer of a first cross-marketed product, and is awarded a second PPU discount based on the purchase of a second cross-marketed product. The first discount is then added to the second discount to determine a total PPU discount, ~~and a paper receipt is printed for the customer with a customer identification and a~~ ~~transaction identification encoded in a bar code thereon~~. The total discount is stored in a discounts issued database. ~~The customer then scans the encoded bar code with a~~ ~~bar code scanner at a gasoline dispenser to redeem~~ <u>When the customer redeems</u> the discount. ~~The~~<u>, the</u> total discount is retrieved from the discounts issued database, and the gasoline station then reduces the ~~price-per-unit-volume~~ <u>PPU</u> of the gasoline by an amount equal to the total discount. ~~When the customer completes the gasoline~~ ~~purchase, a value of the total discount redeemed is determined and stored in a~~ ~~discounts redeemed database.~~ Portions of the discount redeemed are then allocated to vendors of the first and second cross-marketed products according to predetermined criteria.

Attachment: A clean copy of the amended abstract is attached on a separate sheet.